

**PUBLIC INFORMATION & COMMUNICATION SERVICES
NIH TASK ORDER (For Use by Other Federal Agencies)**

RFTOP NUMBER: RFTOP 264 (CDC 29)

TITLE: Surveillance and Content Analysis of National News Media Coverage of Tobacco Topics

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

Helen Mitchell

Email: hjm3@cdc.gov

Phone: 770-488-1114

Mailing and Billing Address:

CDC/PGO

Helen Mitchell, Contract Specialist

Mailstop 71

2920 Brandywine Road

Atlanta, GA 30341

B. Proposed Period of Performance: The performance period begins with date of award and the overall end date is **December 1, 2006**.

C. Pricing Method: Cost Plus Fixed Fee

D. Proposal Instructions: Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by August 1, 2005 at 4PM EST.

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 18, 2005.

D. Task Description

**DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333**

Title: *Surveillance and Content Analysis of National News Media Coverage of Tobacco Topics*

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the multiple award competitive contracts for health communication were awarded. This RFTOP includes tasks described in the contract as tasks relevant to health communication #1 - Communication Research; #2 - Media Analysis and Outreach; #8 - Product Development, and #13 - Information Tracking and Referral.

Page suggestion: Narrative proposal limit of no more than 25 pages plus appendices. This page limit does not include budget spreadsheets, biographical sketches/curricula vitae of proposed staff, or (optional) narrative and budget for Phase II deliverables that can be included in an appendix. The narrative plan should include a staffing plan, key deadline dates, and general approach to performing the work described.

Budget format suggestion: The budget should be included as an Excel spreadsheet. A budget narrative is also acceptable. Budgets, staff hours, and other direct costs for this task order request should be organized around the deliverables described herein. Please sum all totals for hours per deliverable and hours total, as well as costs per deliverable and for the total project. Other important budget suggestions: Any subcontractor budgets should also be itemized. Budgets for any additional or alternative proposals by the Contractor should be presented as optional budget spreadsheets. Because this project could become multi-phased, pending the addition of future funding, please consider including an (optional) narrative and budget for the tasks outlined in Phase II.

Funding range: (check one)

- ☐ Under \$100,000
- ☒ Over \$100,000 but less than \$300,000
- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☐ Over \$1,000,000

Type of Pricing Requested: (check one)

- ☒ Cost Plus Fixed Fee
- ☐ Other (Specify) _____

Background Information

Research conducted on a variety of issue areas has shown that news media coverage of health topics plays a major role in shaping the way these topics are perceived by the public and policymakers. In the words of Lawrence Wallack, a pioneer in this field, "Put simply, the news media communicate to opinion leaders and influential people, as well as the general public, what issues they should think about, how they should think about them, and who has worthwhile things to say about the issues." News media coverage of tobacco issues is important as a gauge of the effectiveness of efforts to generate earned media, as a reflection of shifts in public attitudes and social norms, and as one factor influencing governmental and organizational policies and programs and individual knowledge, attitudes, and behaviors.

The CDC Office on Smoking and Health (OSH) has a long history of working with the news media. OSH has assigned staff to respond to news media inquiries. OSH first established a systematic process for tracking news media coverage of tobacco issues in 2003. This system tracks coverage of tobacco stories in general and of OSH in particular in selected national news media outlets. Objectives of this system include tracking trends in news media coverage of OSH's major goal areas and strategic priorities, identifying emerging trends in coverage, assessing the extent and accuracy of coverage of OSH publications and other OSH-generated stories, and providing information that can be used to evaluate and improve OSH's communication efforts.

The challenge in developing a news media tracking system is to go beyond a clipping service while avoiding adopting an overly ambitious, resource-intensive research model that involves extensive content analysis and coding. After consultation with colleagues and experts in the field, OSH has addressed this dilemma by adopting a streamlined, relatively straightforward surveillance approach that strikes a balance between these extremes. The media tracking system that OSH has developed links news items to OSH's goals and strategic priorities, and collects data on items that specifically cites OSH, CDC, or the Surgeon General. After considering a variety of news media outlets, including magazines, radio, and the Internet, OSH decided to focus its tracking system on: (1) ten major U.S. newspapers with large circulations, including "elite" national newspapers and several other major municipal newspapers to provide geographical diversity, along with two wire services; and (2) seven national television networks, including both broadcast and cable.

To give a sense of the amount of news coverage collected, in 2004 a total of 922 newspaper articles and 207 television news items were identified that addressed tobacco issues. Of this coverage, a total of 95 newspaper articles and 38 television news items mentioned OSH, CDC, or the Surgeon General, often in the form of quotes by relevant personnel. The inclusion of data on television news coverage is a distinctive, important feature of the OSH system, since most news media tracking systems have traditionally focused on newspaper coverage and since surveys indicate that an increasing number of Americans are receiving their news from television. The inclusion of this data also makes it possible to compare newspaper and television coverage of tobacco stories in terms of amount of coverage and the topics covered.

Over time, this system will make it possible to gauge OSH's success in generating extensive and accurate coverage that faithfully reflects OSH's key messages about tobacco prevention and control. The system will also make it possible to distinguish between situations in which coverage was initiated by OSH and situations in which OSH was responding to media inquiries. In addition, the system will enable OSH to track broader trends in overall tobacco coverage in the news media, including fluctuations in the amount of coverage, the mix of topics covered, coverage of OSH goal areas and strategic priorities, and emerging new topics. Finally, the system will enable OSH to monitor peaks and dips in national news media coverage of tobacco stories, and to explore what developments, including OSH actions, are driving the peaks.

Description of Work:

The scope of this project will include two phases.

Phase I, to begin upon contract award, will include the following tasks:

- A. Maintain an existing media surveillance system developed by OSH and use it to track and summarize coverage of tobacco issues in selected national news media outlets.
- B. Conduct an in-depth content analysis of a subset of the tracked news media coverage dealing with a topic to be identified by OSH staff; the analysis should be suitable for publication in scientific journals.

Phase II, to begin pending future funding, will include the following tasks:

- C. Prepare an additional in-depth content analysis of a subset of the tracked news media coverage focusing on a topic identified by OSH staff; this analysis should be suitable for publication in a scientific journal.
- D. Extend news media monitoring to include selected Internet news sources.

It is expected that the Contractor chosen will work closely with OSH staff to refine the parameters around which this project will be based. This will evolve following an initial organizational meeting, and subsequent regular communication between staff and the Contractor, to allow for clarification and/or refinement of project tasks, timelines, and communication between Project and Contractor staff.

Ongoing communication is key to the success of this project. It is expected that the Contractor will communicate at least monthly with the Technical Monitor and any relevant CDC/OSH staff through e-mails, faxes, conference calls or other means, as appropriate. The Contractor will provide monthly reports in electronic format on activities conducted during the month, any problems or delays encountered, next steps, and amount of money to be expended to date and that remain by task. The type of electronic format for communication, as well as all reports, will be specified by the Project Officer.

The following is a description of work to be performed in Phase I.

TASK A: NEWS MEDIA TRACKING

The Contractor will be expected to maintain the media surveillance system that OSH has developed and use it to track and summarize coverage in selected national news media. Specifically, the Contractor will be expected to search for, identify, obtain, perform a simplified content analysis on, and code coverage of tobacco issues in selected national news media outlets. OSH will provide the Contractor with search terms, coding categories, and coding instructions.

The OSH media surveillance system captures information on a variety of variables, including the placement and prominence of the story, the type of tobacco product involved, the geographical area, the population group, the specific tobacco topics addressed, and whether the story mentions OSH, CDC, or the Surgeon General. The Contractor will be expected to provide OSH staff with monthly tracking summaries, along with copies of the news items collected.

TASK A: Tasks to Be Performed

- Track and code news coverage of tobacco issues in ten national newspapers, two wire services, and seven major television networks (including both broadcast and cable networks). This will involve searching for, identifying, obtaining, and performing a simplified content analysis on these news items.
 - Identify tobacco-related news items using up to 10 key words or key word phrases that will be provided by OSH staff. Examples of search terms include, but are not limited to, tobacco, cigarette, smoking, smoker, cigar, nicotine, and cessation.
 - Information collected may include, among other items, the date, the name of the newspaper or television network and program, the type of tobacco product, the geographic area, the population group, the specific tobacco topics, and whether the news item mentions OSH, CDC, or the Surgeon General. Existing coding categories may be modified and new ones added based on the results of reliability testing.
 - OSH will provide the Contractor with coding categories and detailed coding instructions and decision rules. These categories and rules may be refined and modified by OSH staff in consultation with the Contractor.
 - Take steps to check and assure inter-coder reliability on an ongoing basis, including implementing standardized staff training procedures.
 - Retain copies of all newspaper articles, synopses of all television news items, and full transcripts and digitalized copies of selected television news items identified by OSH staff. Both electronic and hard copies of news items should be retained. Provide first three items to OSH on a monthly basis. Provide copies of any of these items to OSH staff upon request within 72 hours.
- Provide OSH with summary tables tabulating the above information on a monthly basis. OSH will provide the Contractor with an established format for presenting this information. The Contractor is expected to provide these summaries both electronically in Excel spreadsheet format and via U.S. mail.
- Prepare and disseminate as directed quarterly reports summarizing news media coverage of tobacco issues in the selected media outlets. OSH staff will provide the Contractor with a format for these reports.

Task A: Deliverables

1. Participate in a conference call with key OSH staff to learn more about the project goals and clarify the tasks, deliverables, timelines and communication between OSH staff and the Contractor.
2. Submit a plan for checking and assuring inter-coder reliability on an ongoing basis, including procedures for training staff in the applicable coding procedures and decision rules.
3. Provide staff with training in the applicable coding procedures and decision rules. This includes providing training to any new staff who are assigned coding responsibilities, and repeating training if coding discrepancies are identified. OSH will provide the Contractor with the initial coding categories and coding instructions.

4. Conduct inter-coder reliability testing on a periodic basis (at least quarterly) and report the results to OSH. In consultation with OSH staff, make adjustments to coding scheme based on results of reliability testing.
5. Search for, identify, obtain, perform a simplified content analysis on, and code news coverage of tobacco issues in ten national newspapers, two wire services, and seven major television networks (including both broadcast and cable networks).
6. Submit monthly summary tables tabulating specified information requested by OSH, along with electronic copies of news items and digitalized copies of television news features. The Contractor is also expected to retain copies of all news items. OSH will provide the Contractor with a list of specific information needed, along with an established format for presenting the information. The summary tables should be submitted as Excel spreadsheets, and should track data in a cumulative manner. The Contractor is expected to provide these summaries both electronically and via U.S. mail.
7. Submit reports summarizing news media coverage of tobacco issues in the selected media outlets on at least a quarterly basis, using a report format approved by OSH staff. Disseminate this report to audiences identified by OSH staff. The report should be submitted electronically.
8. Contractor shall provide follow up and consultation for the duration of the task order.

Task A: Deliverables Timetable	
Conference call held with CDC/OSH staff and Contractor to clarify and/or refine parameters of project. (Deliverable 1)	TBD
Plan for checking and assuring inter-coder reliability submitted to OSH. (Deliverable 2)	September 1, 2005
Staff trained in coding procedures. (Deliverable 3)	October 1, 2005 and thereafter as needed
Inter-coder reliability testing conducted. (Deliverable 4)	November 1, 2005 and thereafter on the 1 st of each month on a quarterly basis
Track and code news media coverage in selected news outlets. (Deliverable 5)	December 1, 2005
Monthly summary tables of news media tobacco coverage submitted to OSH together with copies of news items; Contractor also retains copies of all news items (Deliverable 6)	Monthly starting January 1, 2006
Quarterly reports summarizing news media coverage submitted to OSH. (Deliverable 7)	March 1, 2006; August 1, 2006
Follow up and consultation for the duration of the task order (Deliverable 8)	Ongoing through September 30, 2006

TASK B: NEWS MEDIA CONTENT ANALYSIS

Prepare an in-depth content analysis of a subset of the tracked news media coverage of tobacco issues focusing on a specific topic to be identified by OSH staff. Examples of possible subsets that could be analyzed include coverage of secondhand smoke issues, or of coverage that contains references to OSH, CDC, or the Surgeon General (including specific OSH or CDC staff). The final product will be a fully referenced scientific manuscript that is ready for submission to a major scientific journal, including a review of the literature and copies of cited scientific and other sources.

This task will go beyond the relatively straightforward content analysis conducted in Task A to delve more deeply into a specific topic of interest, i.e., shifting from surveillance to research. This could involve qualitative analysis, the use of additional categories beyond those currently included in the OSH tracking system, and the analysis of additional news media coverage beyond that routinely collected by that tracking system. For example, the analysis could include an examination of the various ways in which the news media frames a particular tobacco issue. The objective would be to expand the knowledge base regarding news media coverage of specific tobacco topics, and to disseminate the resulting findings to the scientific and public health communities and the broader public. The findings could also help OSH improve its communication efforts.

TASK B: Tasks to Be Performed

- Conduct a literature review on the research topic selected by OSH. This review should be comprehensive and should clearly identify the research that has already been done on the topic in questions and the questions that remain to be answered.
- Provide OSH with an outline for and first, second, and final drafts of the journal article. OSH staff will determine when the article is of satisfactory quality to be submitted for publication. The outline and drafts should include all the standard components of a scientific journal article, including an introduction summarizing the relevant theoretical models and previous research that has been done in this area and sections on methods, results, and a discussion section covering limitations of the analysis, practical implications of the findings, and future research needs.

Task B: Deliverables

1. Participate in a conference call with OSH staff to be briefed on the identified topic for the analysis. This call will provide the Contractor with an opportunity to clarify the content and scope of the analysis, and to make suggestions regarding refinements and analytic approaches.
2. Submit a literature review of the topic to OSH.
3. Provide OSH with an outline for the journal article; modify the outline based on comments from OSH staff.
4. Provide OSH with a first draft of the journal article.
5. Provide OSH with a second draft of the journal article that incorporates comments from OSH staff.
6. Provide OSH with a final version of the journal article incorporating additional comments from OSH staff.
7. Submit the article for publication in a major scientific journal.

Task B: Deliverables Timetable	
Hold a conference call with OSH staff to be briefed on topic. (Deliverable 1)	TBD
Literature review submitted to OSH. (Deliverable 2)	October 1, 2005
Outline for journal article submitted to OSH. (Deliverable 3)	November 1, 2005
First draft of journal article submitted to OSH. (Deliverable 4)	March 1, 2006
Second draft of journal article submitted to OSH. (Deliverable 5)	April 1, 2006
Final version of journal article submitted to OSH. (Deliverable 6)	May 1, 2006
Journal article submitted for publication. (Deliverable 7)	June 1, 2006

PHASE II (Pending Additional Funding)

The following tasks may be added to the scope of this contract as Phase II if additional funding becomes available:

TASK C: ADDITIONAL NEWS MEDIA CONTENT ANALYSIS

Prepare a second in-depth content analysis of a subset of the tracked news media coverage of tobacco issues focusing on a specific topic to be identified by OSH staff. Examples of possible subsets that could be analyzed include coverage of smoking cessation in general, telephone quitlines in particular, or youth initiation of tobacco use. The final product would be a fully referenced scientific manuscript that is ready for submission to a major scientific journal, including a review of the literature and copies of cited scientific and other sources.

This task would go beyond the relatively straightforward content analysis conducted in Task A to delve more deeply into a specific topic of interest, i.e., would shift from surveillance to research. This could involve qualitative analysis, the use of additional categories beyond those currently included in the OSH tracking system, and the analysis of additional news media coverage beyond that routinely collected by that tracking system. For example, the analysis could include an examination of the various ways in which the news media frames a particular tobacco issue. The objective would be to expand the knowledge base regarding news media coverage of specific tobacco topics, and to disseminate the resulting findings to the scientific and public health communities and the broader public. The findings could also help OSH improve its communication efforts.

TASK C: Tasks to Be Performed

- Conduct a literature review on the topic selected by OSH. This review should be comprehensive and should clearly identify the research that has already been done on the topic and the questions that remain to be answered.
- Provide OSH with an outline for and first, second, and final drafts of the journal article. OSH staff will determine when the article is of satisfactory quality to be submitted for publication. The outline and drafts should include all the standard components of a scientific journal article, including an introduction summarizing the relevant theoretical models and previous research that has been done in this area and sections on methods, results, and a discussion section covering limitations of the analysis, practical implications of the findings, and future

research needs.

Task C: Deliverables

1. Participate in a conference call with OSH staff to be briefed on the identified topic for the analysis. This call will provide the Contractor with an opportunity to clarify the content and scope of the analysis, and to make suggestions regarding refinements and analytic approaches.
2. Submit a literature review on the topic to OSH.
3. Provide OSH with an outline for the journal article; modify based on comments from OSH staff.
4. Provide OSH with a first draft of the journal article.
5. Provide OSH with a second draft of the journal article, incorporating comments from OSH staff.
6. Provide OSH with a final version of the journal article, incorporating additional comments from OSH staff.
7. Submit the article for publication in a major scientific journal.

Task C: Deliverables Timetable	
Hold a conference call with OSH staff to be briefed on topic. (Deliverable 1)	TBD
Literature review submitted to OSH. (Deliverable 2)	October 1, 2005
Outline for journal article submitted to OSH. (Deliverable 3)	November 1, 2005
First draft of journal article submitted to OSH. (Deliverable 4)	March 1, 2006
Second draft of journal article submitted to OSH. (Deliverable 5)	April 1, 2006
Final version of journal article submitted to OSH. (Deliverable 6)	May 1, 2006
Journal article submitted for publication. (Deliverable 7)	June 1, 2006

TASK D: EXPANSION OF NEWS MEDIA SURVEILLANCE TO INCLUDE SELECTED INTERNET NEWS SOURCES.

Some surveys and anecdotal evidence indicate that the U.S. public is increasingly turning to the Internet as a significant source of news. However, relatively little research has been conducted on the ways in which Americans are using this medium to access health news in general and tobacco news in particular. The purpose of this project would be to begin to obtain a preliminary picture of what Internet information sources are providing news coverage of tobacco issues and the nature of the news coverage that these sources are providing. In particular, the project

would compare an initial sense of how this coverage compares to newspaper and television coverage of tobacco news in terms both of the amount of coverage and of the mix of topics.

TASK D: Tasks to Be Performed

- Conduct research on the varieties of Internet sources of news coverage of tobacco issues (e.g., Internet extensions of traditional newspaper and television news outlets, blogs, etc.).
- Based on the results of this research, and in consultation with OSH staff, develop a proposed sampling frame for Internet sources of tobacco news coverage and a proposed search strategy for identifying tobacco-related news coverage on the Internet.
- In consultation with OSH staff, adapt the existing OSH news media tracking system coding categories for use with Internet information sources. Provide OSH with a proposed coding scheme to use in analyzing and categorizing Internet tobacco news coverage.
- Take steps to check and assure inter-coder reliability on an ongoing basis, including implementing standardized staff training procedures.
- Track, conduct a preliminary content analysis of, code, and tabulate the coverage of tobacco news provided by the selected Internet information sources over a six-month period, making use as much as possible of the coding categories previously developing for analyzing newspaper and television news coverage. Provide OSH with a summary table in Excel spreadsheet format tabulating the results of this analysis.
- Use the results to compare Internet tobacco news coverage to newspaper and television tobacco news coverage in terms of the amount of coverage and the topics covered. Provide OSH with a summary of the key findings from this comparison.

Task D: Deliverables

1. Participate in a conference call with OSH staff to discuss the best approach to take for exploring this topic.
2. Provide OSH with a proposed sampling frame for Internet sources of tobacco news coverage.
3. Provide OSH with a proposed coding scheme for analyzing and categorizing Internet tobacco news coverage.
4. Submit a plan for checking and assuring inter-coder reliability on an ongoing basis, including procedures for training staff in the applicable coding procedures and decision rules.
5. Provide staff with training in the applicable coding procedures and decision rules. This includes providing training to any new staff who are assigned coding responsibilities, and repeating training if coding discrepancies are identified.
6. Conduct inter-coder reliability testing on a periodic basis (at least quarterly) and report the results to OSH. In consultation with OSH staff, make adjustments to coding scheme based on results of reliability testing.
7. Track and code news coverage of tobacco topics in selected Internet news sources.
8. Provide OSH with a summary table in Excel spreadsheet format outlining the findings of a

preliminary content analysis of six months of Internet tobacco news coverage.

9. Provide OSH with a summary of key findings regarding comparisons between Internet tobacco news coverage and newspaper and television tobacco news coverage.

Task A: Deliverables Timetable	
Hold a conference call with OSH staff. (Deliverable 1)	TBD
Sampling frame submitted to OSH. (Deliverable 2)	November 1, 2005
Coding scheme submitted to OSH (Deliverable 3)	January 1, 2006
Plan for checking and assuring inter-coder reliability submitted to OSH. (Deliverable 4)	February 1, 2006
Staff trained in coding procedures. (Deliverable 5)	March 1, 2006 and thereafter as needed
Inter-coder reliability testing conducted (Deliverable 6)	April 1, 2006 and thereafter on the 1 st of each month on a quarterly basis
News media coverage in selected news outlets tracked and coded. (Deliverable 7)	May 1, 2005 and thereafter on ongoing basis
Summary table submitted to OSH. (Deliverable 8)	July 1, 2006
Summary of key comparison findings submitted to OSH. (Deliverable 9)	August 1, 2006

Period of performance: Date of contract award – **May 14, 2007**

Special Clearances:

Check all that apply:

- ☐ OMB
- ☐ Human Subjects (Form 684)
- ☐ Privacy Act

Production Clearances:

- ☐ 524 (concept)
- ☐ 524a (audiovisual)
- ☐ 615 (printing)

EVALUATION CRITERIA:

A. Award. This task order will be awarded to the Contractor whose proposal is considered to be the most advantageous to the Government, price and other factors (identified below) considered. Technical factors will be considered more important than costs. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

B. Technical Evaluation. A clear, detailed description of the Contractor's approach for providing the requested services is required. The description should include the Contractor's approach to accomplishing the tasks within Phases I and II of this project. Because this RFTOP describes numerous deliverables, Contractors need not reiterate what is described but should outline their plan, costs, timeline, and assigned personnel for the overall project being sure to address each deliverable.

Creative approach and documentation of past success with similar projects in the past will weigh heavily in the decision for award. The Government will perform a qualitative technical review of proposals.

The technical evaluation will be performed in accordance with the following criteria:

Criteria	<u>Points or relative Value of criteria</u>
Understanding of the Issues	____15____
Technical Approach	____25____
Staffing and Management	____25____
Similar Experience	____25____
Recommendations	____10____

Understanding of the Issues:

Provide information demonstrating an understanding of news media tracking, content analysis, and health communication interventions related to tobacco prevention and control issues.

This criteria will be evaluated according to the extent that it reflects a clear understanding of the subject area, the purpose, and objectives to be accomplished through this project.

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order. The considerations, processes, and deliverables described in this RFTOP should be evident in the Contractor's work plan. Descriptions of who will be responsible for each deliverable, time lines, and a clear understanding of what CDC/OSH desires to have done, at a minimum, should be described in a brief narrative and/or tables, graphs, or charts.

The Contractor should demonstrate technical expertise and experience in news media tracking, content analysis, including both relatively simplified and more in-depth, research-oriented types of analysis, and health communication theory and practice.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the Contractor's technical approach for providing the services required for this task order.

Staffing and Management:

Contractors are to provide: (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable. Plans should demonstrate adequate involvement of senior level staff with advanced degrees (masters and doctoral) in marketing, communication, behavioral sciences or similar fields in all designated task areas and capacity to assist with finalization of plans and perform tasks in a timely manner.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Contractors are to describe no more than three projects that have been completed in the past three years that reflect the Contractor's organizational capacity for conducting projects similar in complexity and scope to the anticipated project within this scope of work, including Phases I and II. Contractors should also provide information reflecting experience of assigned staff that is similar in complexity and size to the anticipated project.

Examples of previous work completed should demonstrate the Contractor's ability to: 1) develop methodology for tracking news media coverage of health issues or other issues; 2) conduct content analyses, with particular emphasis on coding for reliability; 3) work collaboratively and productively with clients in conducting media tracking, content analysis, research, and related activities; and 4) provide feedback during the planning phases to assure fidelity of media surveillance, content analysis, and research to the expected project outcomes.

This criteria will be evaluated to determine appropriate experience and organizational capacity of the Contractor and assigned personnel to conduct projects similar in complexity and scope to the anticipated tasks within this scope of work.

Recommendations:

Contractors are to provide ideas or suggestions about creative and/or innovative ways to accomplish either the development or delivery of the processes and products described in this task.

This criteria will be evaluated by examining the creative ideas offered, the rationale that supports the ideas presented, and the plans proposed for assessing the suitability of these ideas.

C. Cost Evaluation. A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the Contractor's cost proposal.

Proposed Technical Monitor:

Stephen Babb, Health Information Specialist
CDC – Office on Smoking and Health
Health Communications Branch
2770 Buford Highway, MS K-50
Atlanta, GA 30341
770-488-1172
sbabb@cdc.gov

Project Officer:

Brittney Spilker